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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 29

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WLNE-TV WJBK-TV WNEP-TV WHAS-TV WFAA-TV WFMY-TV
WJLA-TV TV WTVR-TV
TV WJRT WTLV-TV W
WAGA-TV WHEC-TV
TOL-TV WBA KMTV-TV W
KING-TV WSVN-TV
LR-TV WDE WTAJ-TV W
KMOV-TV KMGH-TV
EAR-TV WE ANE-TV WO
KXTV-TV WRDW-TV
NE-TV WIL -TV WTOC-
WIFR-TV WJHL-TV W
KA-TV WJ -TV KFDA-T
WMAR-TV WJW-TV W
SAW-TV WIF TV KSWO-T
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Vol. 114 No. 9

Broadcasting Feb 29

NATPE '88's programing panoply...page 35

Flynt's Supreme Court victory over Falwell...page 39.

Interview with NBC's Larry Grossman...page 44.

NATPE '88 □ NATPE gets underway in Houston, with news that *ALF* and *Morton Downey Show* will go into syndication and that WCBS-TV New York will carry GTG's *USA Today*. Washington Post's Katharine Graham tells NATPE attendees to "redefine the television franchise," while FCC's Dennis Patrick surveys TV's "promising land." NBC announces schedule changes and Patricia Diaz Dennis defends FCC's action on fairness and must carry. Coverage begins on **PAGE 35.**

TNT TACK □ Ted Turner talks about convincing MSO's of what he hopes will be his newest innovation—Turner Network Television. **PAGE 40.**

FOR THE RECORD □ Executives of major MSO's discuss states of their respective businesses and plans for future at meeting with securities analysts in New York. **PAGE 41.**

NBC'S FUTURE NOW □ NBC News President Larry Grossman talks about changing landscape of TV network news—and how NBC is keeping pace—in this "At Large" interview with BROADCASTING editors. **PAGE 44.**

LAYING THE FOUNDATION □ Key Senate and House lawmakers show their support for mandatory must-carry rules, directing FCC to collect data that could "help demonstrate the consequences of failing to enforce such requirements." **PAGE 55.**

TRUST US □ FCC general counsel says federal courts' distrust of commission benefits no one. **PAGE 56.**

SWAGGART STEPS DOWN □ Saying that he had "sinned" and confessing sexual misconduct, TV evangelist Jimmy Swaggart relinquishes his TV pulpit for indefinite period. **PAGE 60.**

THINKING SMALLER □ Metropolitan Broadcasting pares down to reduce debt on $300-million 1985 deal for Metromedia stations. **PAGE 63.**

NIGHT SHIFT □ Three broadcast TV networks prepare new programs to compete in late night. **PAGE 66.**

TV'S TOP TWENTY □ Although there has been some churn, list of TV's top 20 group owners remains essentially unchanged. **PAGE 68.**

UNDER NEW MANAGEMENT □ Investment group takes control of UPI from Mario Vazquez-Rana. **PAGE 71.**

EASE OF A VETERAN □ Robert McConnell brings his own style to Capitol Hill when presenting CBS's point of view. **PAGE 95.**

INDEX TO DEPARTMENTS

At Large	44	Editorials	98	Law & Regulation	55	Programing	66
Business	58	Fates & Fortunes	90	Masthead	25	Satellite Footprints	65
Cablecastings	72	Fifth Estater	95	The Media	60	Stock Index	59
Changing Hands	69	For the Record	74	Monday Memo	22	Technology	64
Closed Circuit	8	In Brief	96	On Radio	63	Where Things Stand	10
Datebook	24	Journalism	71	Open Mike	30		

INDEX TO ADVERTISERS: Accu-Weather, Inc. 6 □ Americom 70 □ Blackburn & Co. 68 □ Classified Ads 81-89 □ Communications Equity Associates 71 □ Eastman Kodak Co. 43 □ Group W Television Sales 11, 23 □ Ted Hepburn Co., The 69 □ IDB Communications Group, Inc. 27 □ Jesup & Lamont Securities Co., Inc. 74 □ Lester Kamin & Co. 76 □ Latcom Group, The 31 □ LBS Communications, Inc. 12-13, 50-51, 52-53 □ Lorimar Syndication 4-5 □ MCA TV 19 □ Media General Broadcast Services, Inc. 32, 47 □ Media Venture Partners 73 □ National Education Assn. 34 □ Otari 9 □ Panasonic Broadcast Systems Co. 15, 17 □ Paramount Pictures Corp. 20-21 □ Petry Fourth Cover □ Professional Cards 79 □ Satellite Music Network Third Cover □ Services Directory 78 □ SESAC 33 □ Barry Sherman & Associates, Inc. 77 □ SONY Broadcast Products 28-29 □ Gary Stevens & Co., Inc. 75 □ Joe Sullivan & Associates, Inc. 90 □ Sun Radio Network Corp. 63 □ Television Videotape Satellite Communications 26 □ Thoben-Van Huss & Associates, Inc. 72 □ Turner Program Services Second Cover/3 □ Viacom Front Cover □ Video Marketing Network, Inc. 24

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March 28-30—"Sponsorship Now," fifth annual national conference on event sponsorship. Chicago Hilton and Towers. Information: (312) 944-1727.

March 31—Deadline for applications for *Academy of Television Arts and Sciences'* summer '88 student internship program in Los Angeles. Information: ATAS, (818) 953-7575.

March 31—Deadline for entries in *International Radio Festival of New York*. Information: (914) 238-4481.

■ **March 31**—Deadline for entries in Morgan O'Leary Award for Excellence in Political Reporting, administered by *University of Michigan Department of Communication*. Information: Department of Communication, 2020 Frieze Building, University of Michigan, Ann Arbor, Mich. 48109.

April

April 1-2—10th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group*. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

■ **April 6-9**—National Hispanic Media Conference, organized by *National Association of Hispanic Journalists, Hispanic Academy of Media Arts and Sciences* and *National Association of Hispanic Publications*. Hyatt Regency hotel, Dallas. Information: (202) 783-6228.

April 7—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

April 7-9—*Broadcast Education Association* convention. Las Vegas. Information: (202) 429-5355.

April 8-10—*Alabama AP Broadcasters Association* annual meeting and awards banquet. Embassy Suite hotel, Birmingham, Ala.

April 9-12—*National Association of Broadcasters* 66th annual convention, international exposition and 42d annual broadcast engineering conference. Las Vegas Convention Center, Las Vegas.

April 10-12—*Cabletelevision Advertising Bureau* seventh annual conference. Theme: "America is Cable Ready." Waldorf-Astoria, New York.

April 10-12—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va. Information: (202) 739-5082.

April 10-13—Business to business marketing communications conference, "The Making of Marketing Communications Leaders," sponsored by *Association of National Advertisers*. Opryland hotel, Nashville. Infor-

Major ■ Meetings

Feb. 25-29—*NATPE International* 25th annual convention. George Brown Convention Center, Houston. Future convention: Houston, Feb. 24-26,1989.

March 21-23—*Satellite Broadcasting and Communication Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

April 9-12—*National Association of Broadcasters* 66th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1989; Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

April 10-12—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

April 10-13—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va.

April 17-20—*Broadcast Financial Management Association* 28th annual meeting. Hyatt Regency, New Orleans. Future meetings: April 9-12, 1989, Loews Anatole, Dallas, and April 18-20, 1990, Hyatt Regency, San Francisco.

April 28-May 3—*National Cable Television Association* annual convention. Los Angeles Convention Center.

April 28-May 3—24th annual MIP-TV, *Marches des International Programes des Television*, international television program market. Palais des Festivals, Cannes, France.

May 18-21—*American Association of Advertising Agencies* 70th annual convention. Greenbrier, White Sulphur Springs, W. Va.

May 18-22—Public Radio Conference, annual meeting of *National Public Radio* and *American Public Radio*, coordinated by *National Public Radio*. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

June 6-9—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 8-11—*American Women in Radio and Television* 37th annual convention. Westin William Penn, Pittsburgh.

June 8-12—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 32d annual seminar. Bonaventure, Los Angeles. Future meeting: June 21-25, 1989, Renaissance Center, Detroit.

June 12-15—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 16-18—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui, Hawaii.

June 18-21—*American Advertising Federation* annual convention. Century Plaza, Los Angeles.

July 31-Aug. 3—*Cable Television Administration and Marketing Society* annual conference. Westin Copley Place, Boston.

Sept. 7-9—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

Sept. 14-17—Radio '88, sponsored by the *National Association of Broadcasters*. Washington. Future meetings: Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

Sept. 23-27—*International Broadcasting Convention*. Metropole conference and exhibition center, Grand hotel and Brighton Center, Brighton, England. Information: (01) 240-1871 (London).

Oct. 4-6—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 14-19—*Society of Motion Picture and Television Engineers* 130th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 22-27, 1989, Los Angeles Convention Center.

Oct. 17-19—*Television Bureau of Advertising* annual meeting. Bally's, Las Vegas.

Oct. 23-25—*Association of National Advertisers* 79th annual convention. Waldorf-Astoria, New York.

Nov. 30-Dec. 3—*Radio-Television News Directors Association* annual international conference and exhibition. Convention Center, Las Vegas. Information: (202) 659-6510.

Dec. 7-9—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 4-8, 1989—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

Jan. 28-Feb. 1, 1989—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meeting: Jan. 27-31, 1990, Sheraton Washington and Omni Shoreham, Washington.

Feb. 3-4, 1989—*Society of Motion Picture and Television Engineers* 23d annual television conference. St. Francis hotel, San Francisco.

June 17-23, 1989—16th International Television Symposium. Montreux, Switzerland.

CBS-TV will go stereo in fall of 1988

In response to affiliates, network announces date of audio conversion

CBS Television has announced that starting in the fall of this year it will broadcast all of its programing in stereo format. "We are excited by the prospect of delivering this expanded service," said CBS-TV President Thomas F. Leahy of the network's decision to air all programing in each daypart in multichannel sound, starting with the new prime time season.

The main reason for the decision, CBS spokesman Rupert Stow said, was that "there was a great, widespread demand for it by affiliates." The stations "are very happy about it," said Scott Michels, vice president, affiliate affairs. CBS had originally planned to make the move in 1989 but "pushed that up to 1988 because, in terms of audio, this is the state of the art," Michels said.

Since its first stereo broadcast, the Grammy Awards, in February 1986, CBS has had the least stereo programing of the three commercial networks. Most notable have been one prime time series, *The Twilight Zone*, music and variety specials such as the *Country Music Awards*, and special sports events like Super Bowl XXI and NCAA basketball's Final Four. Stow estimated that CBS has averaged some two hours of stereo broadcasting a month. CBS affiliates with stereo capability (57 out of a total 200 stations) cover about 45% of the United States.

In 1985, CBS predicted that it would begin regular stereo transmissions by 1988. However, at the request of its affiliates, the network broadcast the Grammy Awards in stereo on Feb. 25, 1986, and began the weekly *Twilight Zone* series three days later. At that time, CBS listed three key factors that would determine the rate of stereo conversion: "stereo set penetration in the home, the number of stations capable of broadcasting the stereo signal, and the availability of stereo television programing." Tony Malara, then president of the CBS-TV Network and now senior vice president, distribution, was quoted as saying that ugrade of "origination and production facilities for stereo will be developed at a pace consistent with the growth" of those three factors.

According to figures from the Electronic Industries Association, stereo penetration in U.S. homes has reached 10%. Sales of TV stereo receivers to retail outlets in the United States were 4.35 million in 1987, up 39.6% over 1986. Last summer, CBS said that if penetration reached 13%, it would be a factor leading to its stereo expansion (BROADCASTING, July 6, 1987).

CBS-TV's stereo plans will involve some upgrades of its transmission and production facilities. As of last week, the network had some budget estimates but was not saying how much it expected purchase of additional equipment to cost. "For distribution to the affiliates we'll be using traditional discrete analog audio channels over the satellite network," said Chuck Dages, CBS vice president, TV engineering. The transmission in analog rather than digital will decrease the new equipment that will be needed, he said.

Michael Sherlock, executive vice president, NBC Operations and Technical Services, said that NBC-TV "has been the unquestioned leader" in stereo advancement. "As such, we welcome CBS into what until now, has been a very exclusive club." NBC spokesman, Dom Giofre, said that the network plans to add stereo programing "where feasible" but has no plans to follow CBS in transmitting all programing in stereo. NBC aired the first network TV stereo broadcast in July 1984, the first prime time stereo broadcast in July 1985 and the first regular stereo series later that month.

Currently, all of NBC's prime time programing is in stereo except for *Night Court*, the Thursday night half-hour situation comedy. "We would be 100% stereo prime time if *Night Court* were not a hit show," Giofre said. With its regular late-night programing—*Tonight Show with Johnny Carson*, *Late Night with David Letterman*, *Saturday Night Live* and *Friday Night Videos*—and some sports shows added to the prime time programing, NBC regularly transmits about 30 hours of stereo a week.

NBC will probably still hold the lead this fall in transmission of shows produced in stereo. According to Michels, while CBS gradually increases the number of stereo-produced shows, much of its programing will be mono shows transmitted with stereo simulation.

As of Feb. 8, 139 of NBC's 207 affiliates covering 87.9% of the U.S. were equipped to broadcast stereo. The network expects that coverage to exceed 90% by the end of 1988 after the installation of stereo capability in 11 more affiliates.

After the premiere of its new half-hour *Wonder Years* in March, ABC-TV will average seven-and-one-half-hours of stereo a week. Of its 215 affiliates, 42 broadcast stereo. Sources at ABC said that the network has no plans to follow CBS's move to all-stereo broadcasting. The Public Broadcasting Service distributes 35-45 hours of stereo to its member stations, mostly music shows. It hopes to increase its stereo offerings next fall. □

Moving. The Program Exchange, a subsidiary of Saatchi & Saatchi DFS Inc., whose new offerings include *Woody Woodpecker and Friends*, is moving to 375 Hudson St., New York 10014; (212) 463-2000 (TWX 710-581-2829), effective March 14.

Olympics post four of top-10 prime time shows

ABC wins week 22 with 19.4/30, NBC scores 15/23, CBS hits 12.8/20

CBS takes evening news

Nielsen		Net	Show		AGB
1	25.5/39	A	XV Winter Olympics (Tue.)	1	24.9/37
2	23.6/35	N	Cosby Show	2	23.5/35
3	21.3/36	A	XV Winter Olympics (Sat.)	6	20.2/33
4	20.3/30	N	Different World	3	21.6/32
5	20.2/32	C	60 Minutes	12	19/30
6	19.4/28	N	Cheers	4	20.7/31
7	19.3/30	A	XV Winter Olympics (Wed.)	13	18.3/29
8	19.1/27	C	Murder, She Wrote	5	20.7/29
9	18.9/28	A	XV Winter Olympics (Thu.)	14	17.9/28
10	18.6/27	N	Family Ties	8	19.8/29
11	18.6/27	N	ALF	7	20/29
12	18.3/27	N	Night Court	15	17.7/27
13	18.3/27	N	Matlock	9	19.7/29
14	18.1/27	A	XV Winter Olympics (Mon.)	11	19.3/29
15	18/28	N	Golden Girls	10	19.6/30
16	17.9/27	N	Noble House, part 1	19	16.8/26
17	17.2/27	N	L.A. Law	34	14.1/24
18	17.1/27	C	Dallas	13	17.2/27
19	17.1/26	A	XV Winter Olympics (Sun.)	27	15/23
20	17/24	N	My Two Dads	16	17.7/25
21	16.8/26	N	Highway to Heaven	17	17.3/27
22	16.8/24	C	Newhart	22	16.2/23
23	16/24	N	NBC Monday Movie	31	14.7/22
24	15.6/22	N	Valerie's Family	20	16.3/23
25	15.5/24	C	Knots Landing	33	14.3/24
26	15.3/22	C	Designing Women	28	14.9/21
27	15.1/25	A	XV Winter Olympics (Fri.)	26	15.1/25
28	15/24	C	Beauty and the Beast	21	16.3/26
29	15/23	C	CBS Sunday Movie	24	16/25
30	14.5/25	C	Falcon Crest	29	14.7/25
31	14.5/21	C	Kate and Allie	30	14.7/21
32	14.2/23	N	227	25	15.9/25
33	14/22	N	Amen	23	16.2/25
34	13.6/21	N	Miami Vice	40	12.3/20
35	13.5/20	N	Hunter	32	14.7/21
36	13.2/19	C	Frank's Place	37	13.3/19
37	13/22	N	Facts of Life	35	14/23
38	13/21	N	St. Elsewhere	42	12.2/21
39	12.8/22	N	J.J. Starbuck	38	13.1/21
40	12.6/18	C	Simon and Simon	46	11.5/17
41	12.4/19	C	Magnum, P.I.	41	12.3/19
42	12/19	N	Our House	36	14/22
43	12/18	N	Year in the Life	44	11.8/18
44	11.9/19	C	Cagney and Lacey	39	12.4/20
45	11.9/19	C	Equalizer	45	11.6/20
46	11.9/19	N	Disney's Magic Kingdom	43	12.1/19
47	11.9/17	C	Tour of Duty	47	11.1/16
48	11.4/19	C	Wiseguy	50	10/16
49	11.3/19	N	Sonny Spoon Detective	48	10.8/19
50	10.2/17	C	High Mountain Rangers	49	10.4/17
51	9.6/14	C	Jake and the Fatman	51	9.1/13
52	9.3/15	C	Houston Knights	52	9/14
53	8.8/14	C	20th Anni., Clown College	53	8.8/14
54	6.2/11	C	West 57th	54	7.5/12
55	5.4/9	N	NBC News Special	55	5.7/9
56	5.1/8	C	48 Hours	56	4.7/7

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Top 20 group owners: Gillett in, Taft out

Some new faces, but places stay essentially same in updating of top 20 station owners list

The latest list of owners of television's biggest station groups shows some churn, but the players remain essentially the same, with the exception of Gillett Group, which purchased 55% of SCI Holdings's six TV's and now replaces SCI's name on the list. The purchase, when added to Gillett's previous holdings, brought it to seventh place. The ranking also needs some explanation because of the unusual Gillett ownership situation. Although the Gillett Group directly owns stations covering 12.325% of the country, a trust for George Gillett's children owns Busse Broadcasting, which reaches 1.72% of the U.S. If both groups are taken together, Gillett owns 17 stations covering 14.045% of the country, which would not change its position on the chart.

The top six groups remain unchanged, though Home Shopping has sold two of its stations and moved from 15.61% coverage to 14.63%.

Gannett would also have moved up with its purchase of WFMY-TV Greensboro, N.C., and WTLV(TV) Jacksonville, Fla., from Harte Hanks, but the appearance of Gillett on the list kept Gannett to 10th place.

RKO's status is uncertain. Although RKO currently controls stations reaching 5.91% of the U.S., its licenses are in jeopardy due to a ruling by FCC Administrative Law Judge Edward Kuhlmann that it was an unfit licensee. RKO is appealing the decision, and the opinion of many communications attorneys is that although the full commission will affirm the decision, RKO will be allowed to settle with its challengers and sell its stations. RKO has reached an agreement with Shamrock Broadcasting to sell its KHJ-TV Los Angeles. If the sale is approved by the FCC, Belo would move into RKO's place and Shamrock would become the 19th largest group owner.

After the takeover of Taft Broadcasting last year, and the subsequent spin-off of two of its stations—WGHP-TV High Point, N.C., to former Taft chairman, Dudley Taft, and WTVN-TV Columbus, Ohio, to the Bass Group—Taft, since renamed Great American Broadcasting, disappeared from the list.

To avoid confusion, it should also be noted that Telemundo Group Inc. is the new name for Reliance Group, and Spanish International is the new name for the Hallmark Cards group.

In the chart below, market penetration is based on the latest Arbitron figures. FCC regulations allow for ownership of up to 12 stations when coverage of the U.S. remains below 25% (or 14 stations if minority control is involved). According to FCC regulations, UHF station's receive a 50% discount on coverage.

TV's Top 20

1. Capital Cities/ABC (24.43%)

Ch. 7 WABC-TV New York (1) 7.74%
Ch. 7 KABC-TV Los Angeles (2) 5.25%
Ch. 7 WLS-TV Chicago (3) 3.47%
Ch. 6 WPVI-TV Philadelphia (4) 2.98%
Ch. 7 KGO-TV San Francisco (5) 2.41%
Ch. 13 KTRK-TV Houston (10) 1.65%
Ch. 11 WTVD(TV) Durham, N.C. (35) .70%
Ch. 30 KFSN-TV Fresno, Calif. (63) .23%

2. NBC (22.36%)

Ch. 4 WNBC-TV New York (1) 7.74%
Ch. 4 KNBC-TV Los Angeles (2) 5.25%
Ch. 5 WMAQ-TV Chicago (3) 3.47%
Ch. 4 WRC-TV Washington (9) 1.79%
Ch. 3 WKYC-TV Cleveland (11) 1.59%
Ch. 4 WTVJ(TV) Miami (16) 1.37%
Ch. 4 KCNC-TV Denver (19) 1.15%

3. CBS Broadcast Group. (19.44%)

Ch. 2 WCBS-TV New York (1) 7.74%
Ch. 2 KCBS-TV Los Angeles (2) 5.25%
Ch. 2 WBBM-TV Chicago (3) 3.47%
Ch. 10 WCAU-TV Philadelphia (4) 2.98%

4. Fox Television Stations Inc. (19.425%)

Ch. 5 WNYW(TV) New York (1) 7.74%
Ch. 11 KTTV(TV) Los Angeles (2) 5.25%
Ch. 32 WFLD(TV) Chicago (3) 1.735%
Ch. 25 WFXT(TV) Boston (6) 1.155%
Ch. 33 KDAF(TV) Dallas (8) .93%
Ch. 5 WTTG(TV) Washington (9) 1.79%
Ch. 26 KRIV(TV) Houston (10) .825%

5. Tribune Broadcasting Co. (18.69%)

Ch. 11 WPIX(TV) New York (1) 7.74%
Ch. 5 KTLA(TV) Los Angeles (2) 5.25%
Ch. 9 WGN-TV Chicago (3) 3.47%
Ch. 46 WGNX(TV) Atlanta (12) .715%
Ch. 2 KWGN(TV) Denver (19) 1.15%
Ch. 26 WGNO-TV New Orleans (34) .365%

DUCHOSSOIS COMMUNICATIONS COMPANY

(Richard L. Duchossois, Roland C. Johnson, President)

has acquired

WHFS (FM) and WNAV (AM)

Annapolis, Maryland

for

$8,240,000

from

ABW BROADCASTING, INC.

(Jacob Einstein, Chairman; J. George Cuccia, Jr., President; David Einstein, Damian Einstein, Rena Einstein, Sike Sharigan and Robert Urquhart)

We are pleased to have served as broker in this transaction.

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BEVERLY HILLS, CA 90212 — 9465 Wilshire Blvd. — (213) 274-8151

6. Home Shopping Network (14.63%)

Ch. 68 WHSE(TV) Newark (1) 3.87%
Ch. 67 WHSI(TV) Smithtown, N.Y., satellite (1)
Ch. 46 KHSC(TV) Los Angeles (2) 2.625%
Ch. 60 WEHS(TV) Chicago (3) 1.735%
Ch. 65 WHSP(TV) Vineland, N.J. (4) 1.49%
Ch. 66 WHSH(TV) Boston (6) 1.155%
Ch. 49 KHSX(TV) Dallas (8) .93%
Ch. 67 KHSH(TV) Houston (10) .825%
Ch. 61 WQHS(TV) Cleveland (11) .795%
Ch. 50 WBHS(TV) Tampa, Fla. (14) .695%
Ch. 24 WHSW(TV) Baltimore (22) .51%

7. Gillett Group Inc. (12.325%)

Ch. 38 WSBK-TV Boston (6) 1.155%
Ch. 2 WJBK-TV Detroit (7) 1.91%
Ch. 8 WJW-TV Cleveland (11) 1.59%
Ch. 5 WAGA-TV Atlanta (12) 1.43%
Ch. 13 WTVT(TV) Tampa, Fla. (14) 1.39%
Ch. 2 WMAR-TV Baltimore (22) 1.02%
Ch. 39 KCST-TV San Diego (25) .91%
Ch. 6 WITI-TV Milwaukee (30) .79%
Ch. 4 WSMV(TV) Nashville (32) .77%
Ch. 8 KSBW-TV Salinas (63) .46%
Ch. 13 WOKR(TV) Rochester, N.Y. (72) .39%
Ch. 11 KGIN(TV) Grand Island, Neb. (92) .29%
Ch. 6 KSBY-TV San Luis Obispo (113) .22%

8. Chris Craft Industries (10.545%)

Ch. 13 KCOP(TV) Los Angeles (2) 5.25%
Ch. 44 KBHK-TV San Francisco (5) 1.205%
Ch. 9 KMSP-TV Minneapolis (13) 1.39%
Ch. 45 KUTP(TV) Phoenix (21) .52%
Ch. 12 KPTV(TV) Portland, Ore. (26) .90%
Ch. 4 KTVX(TV) Salt Lake City (40) .66%
Ch. 4 KMOL-TV San Antonio, Tex. (42) .62%

9. Group W (10.06%)

Ch. 3 KYW-AM-TV Philadelphia (4) 2.98%
Ch. 5 KPIX(TV) San Francisco (5) 2.41%
Ch. 4 WBZ-AM-TV Boston (6) 2.31%
Ch. 2 KDKA-AM-TV Pittsburgh (17) 1.34%
Ch. 13 WJZ-TV Baltimore (22) 1.02%

10. Gannett (9.91%)

Ch. 56 WLVI-TV Boston (6) 1.155%
Ch. 9 WUSA(TV) Washington (9) 1.79%
Ch. 11 WXIA-TV Atlanta (12) 1.43%
Ch. 11 KARE(TV) Minneapolis (13) 1.39%
Ch. 9 KUSA-TV Denver (19) 1.15%
Ch. 12 KPNX-TV Phoenix (21) 1.04%
Ch. 5 KOCO-TV Oklahoma City (37) .69%
Ch. 2 WFMY-TV Greensboro, N.C. (50) .57%
Ch. 12 WTLV(TV) Jacksonville, Fla. (57) .5%
Ch. 24 KVUE-TV Austin, Tex. (71) .195%

11. Telemundo Group Inc. (9.21%)

Ch. 47 WNJU-TV Linden, N.J. (1) 3.87%
Ch. 52 KVEA(TV) Corona, Calif. (2) 2.625%
Ch. 48 KSTS(TV) San Jose (San Francisco) (5) 1.205%
Ch. 48 New TV* Galveston, Tex. (10) .825%
Ch. 51 WSCV(TV) Fort Lauderdale, Fla. (16) .685%
Ch. 4 WKAQ-TV San Juan, P.R. NR**

12. Cox Enterprises Inc. (8.985%)

Ch. 2 KTVU(TV) Oakland, Calif. (5) 2.41%
Ch. 50 WKBD(TV) Detroit (7) .955%
Ch. 2 WSB-TV Atlanta (12) 1.43%
Ch. 11 WPXI(TV) Pittsburgh (17) 1.34%
Ch. 30 KDNL-TV St. Louis (18) .61%

Continues on page 70

Changing Hands

KEYI-FM San Marcos (Austin), Tex. □ Sold by Hicks Communications Partners L.P. to Degree Communications for $15.5 million. **Seller** is Austin-based group of four AM's and four FM's owned by brothers Steven, William, and Thomas O. Hicks. **Buyer** is owned by Ken Burkhart, who also has interest in WLNZ-AM-FM St. Johns, Mich., and WINW(AM)-WROK(FM) Canton, Ohio, and recently bought WANS-AM-FM Anderson, S.C. ("Changing Hands," Feb. 15). Burkhart is chairman of Burkhart/Abrams/Douglas/Elliot & Associates, Atlanta-based radio consultant. KEYI-FM is on 103.5 mhz with 100 kw and antenna 1,260 feet above average terrain. *Broker: Norman Fischer & Associates.*

WIVY-FM Jacksonville, Fla. □ Sold by Gilmore Broadcasting Corp. to J.J. Taylor Companies Inc. for $8,130,000. **Seller** is Kalamazoo, Mich.-based group of two FM's and two TV's owned by Jim Gilmore Jr. **Buyer** is owned by John J. Taylor and family. It owns WCOD(FM) Hyannis, Mass., WGAN-AM-FM Portland, Me., and WEAT-AM-FM West Palm Beach, Fla. WIVY-FM is on 102.9 mhz with 100 kw and antenna 984 feet above average terrain. *Broker: Blackburn & Co.*

KFJZ(AM) Fort Worth □ Sold by KFJZ Broadcasting Inc. to Garden City Broadcasting Co. for $1.3 million. **Seller** is principally owned by B.J. Glascock, who also owns KJAA(AM) Mesa, Ariz., and KCCN(AM) Honolulu. **Buyer** is owned by Antonio N. Lujan, nightclub owner in Dallas with no other broadcast interests. KFJZ is daytimer on 870 khz with 250 w.

WMVP(AM) Greenfield, Wis. □ Sold by Pinnacle Broadcasting Corp. to Suburbanaire Inc. for $750,000. **Seller** is owned by brothers George and Peg Johns and William Yde, who last year bought WMVP(AM)-WBGK(FM) Milwaukee for $4.4 million ("Changing Hands," March 7, 1987). **Buyer** is owned by Willie D. Davis, who also owns co-located WLUM-FM and KACE(FM) Inglewood, Calif. WMVP is on 1290 khz full time with 5 kw.

WPSO(AM) New Port Richey, Fla. □ Sold by Lowrey Communications Inc. to Stanley Broadcasting Inc. for $360,000. **Seller** is headed by Thad M. Lowrey, who has no other broadcast interests. **Buyer** is owned by William W. Stanley and his wife, Marian, local investors with no other broadcast interests. WPSO is daytimer on 1500 khz with 250 w.

For other proposed and approved sales see "For the Record," page 74.

Exclusive Listing

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Charlotte, NC

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Bottom Line

Appraising merger. Broadcast Investment Analysts Inc. and Frazier, Gross & Kadlec Inc., two leading media appraisal firms have merged in a transaction believed valued at about $2 million. Both firms are based in Washington. BIA president, Tom Buono, will remain president of BIA and become CEO of new firm. Chuck Kadlec will remain president of FG&K and become executive vice president of new firm. Buono said BIA will continue to concentrate on broadcast appraisals, while FG&K will expand into cable, paging, cellular radio and publishing.

□

Management buyout. Lorimar Telepictures has closed sale of ad agencies Bozell, Jacobs, Kenyon & Eckhardt Inc. and Poppe Tyson Inc. to BJK&E management. Lorimar, which received more than $100 million in cash from sale or approximately $133 million in total considerations, said it will record $16-million pre-tax profit from transaction for fourth quarter ending March 31, 1988.

□

Public dip. Public financing of broadcast and cable TV industry from debt and equity offerings dropped in 1987 to approximately $6.4 billion from estimated $8.8 billion in 1986, according to media consulting firm Paul Kagan Associates. Kagan newsletter reported broadcast industry in 1987 raised $3.9 billion through debt offerings, $81 million through equity deals, compared to 1986's totals of $5.2 billion in debt and $389 million in equity offerings. Cable industry last year raised $1.5 billion in debt offerings and $930 million through limited partnership equity. Cable debt offerings in 1986 totaled $1.9 billion, with stock equity offerings at $836 million and limited partnership equity offerings at $515 million.

□

PTL debt action. In unusual move, bankruptcy court is allowing PTL ministry—now Heritage Ministries—to liquidate some assets to pay debts. Heritage confirmed it will hold April 16 auction, hoping to gain $1.5 million from sale of eight residences (including Jim and Tammy Bakker's $950,000 Taga Cay, S.C., parsonage and former PTL President Richard Dortch's $575,000 home), as well as another $5.2 million from sale of separate 56-acre and 33-acre vacant, commercially zoned lots. Later in April, court must approve sales made in auction. Heritage, said cable marketing director, John McEntee, also "will go into a very aggressive telethon mode March 2" to gain $4 million it will need to begin $1-million-per-month reorganization plan to begin May 2. On monthly basis, ministry will need $1 million above its $3.6-million operating budget, he said.

Mahoning Valley Broadcasting
John Cherpack, Jr., President
has agreed to transfer the assets
of
WBBW(AM)/WQOD(FM)
Youngstown, OH
for
$3,000,000
to
H&D Communications Limited Partnership
Barry Dickstein and Joel Hartstone, Principals

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Continues from page 69

Ch. 9 WFTV(TV) Orlando (27) .88%
Ch. 9 WSOC-TV Charlotte, N.C. (31) .78%
Ch. 7 WHIO-TV Dayton, Ohio (48) .58%

13. Spanish International (8.925%)

Ch. 41 WXTV(TV) Paterson, N.J. (1) 3.87%
Ch. 34 KMEX-TV Los Angeles (2) 2.625%
Ch. 14 KDTV(TV) San Francisco (5) 1.205%
Ch. 23 WLTV(TV) Miami (16) .685%
Ch. 41 KWEX-TV San Antonio, Tex. (42) .31%
Ch. 21 KFTV(TV) Hanford, Calif. (63) .23%

14. MCA (7.74%)

Ch. 9 WWOR-TV New York (1) 7.74%

15. TVX Broadcast Group Inc. (7.555%)

Ch. 29 WTAF-TV Philadelphia (4) 1.49%
Ch. 21 KTXA(TV) Fort Worth (8) .93%
Ch. 20 WDCA(TV) Washington (9) .895%
Ch. 20 KTXH(TV) Houston (10) .825%
Ch. 6 WCIX(TV) Miami (16) 1.37%
Ch. 30 WCAY-TV Nashville (32) .385%
Ch. 38 WNOL-TV New Orleans (34) .365%
Ch. 22 WLFL-TV Raleigh, N.C. (35) .35%
Ch. 30 WMKW-TV Memphis (41) .33%
Ch. 35 KRRT(TV) Kerrville, Tex. (42) .31%
Ch. 33 WTVZ(TV) Norfolk, Va. (43) .305%

16. Scripps Howard Broadcasting Co. (7.3%)

Ch. 7 WXYZ-TV Detroit (7) 1.91%
Ch. 5 WEWS(TV) Cleveland (11) 1.59%
Ch. 28 WFTS(TV) Tampa (14) .695%
Ch. 15 KNXV-TV Phoenix (21) .52%
Ch. 41 KSHB-TV Kansas City, Mo. (28) .405%
Ch. 9 WCPO-TV Cincinnati (29) .81%
Ch. 5 WMC-TV Memphis (41) .33%
Ch. 5 WPTV(TV) West Palm Beach, Fla. (53) .52%
Ch. 2 KJRH(TV) Tulsa, Okla. (54) .52%

17. Hearst Broadcasting Group. (6.85%)

Ch. 5 WCVB-TV Boston (6) 2.31%
Ch. 4 WTAE-TV Pittsburgh (17) 1.34%
Ch. 11 WBAL-TV Baltimore (22) 1.02%
Ch. 9 KMBC-TV Kansas City, Mo. (29) .81%
Ch. 12 WISN-TV Milwaukee (30) .79%
Ch. 2 WDTN(TV) Dayton, Ohio (48) .58%

18. RKO (5.91%)

Ch. 9 KHJ-TV Los Angeles (2) 5.25%
Ch. 13 WHBQ-TV Memphis (41) .66%

19. A.H. Belo (5.69%)

Ch. 8 WFAA-TV Dallas (8) 1.86%
Ch. 11 KHOU-TV Houston (10) 1.65%
Ch. 10 KXTV(TV) Sacramento, Calif. (20) 1.05%
Ch. 13 WVEC-TV Hampton, Va. (43) .61%
Ch. 6 KOTV(TV) Tulsa, Okla. (54) .52%

20. Gaylord (5.255%)

Ch. 11 KTVT Fort Worth (8) 1.86%
Ch. 39 KHTV Houston (10) .825%
Ch. 43 WUAB Cleveland (11) .795%
Ch. 11 KSTW Seattle (15) 1.38%
Ch. 18 WVTV Milwaukee (30) .395%

*Coverage when station is completed, pending FCC approval

**TV Groups with stations in markets not rated by Arbitron must supply audience reach figures to the FCC, but only at the time of a sale.

Summary of broadcasting as of Dec. 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,902	170	5,072
Commercial FM	4,041	418	4,459
Educational FM	1,301	173	1,474
Total Radio	10,244	761	11,005
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	476	222	698
Educational VHF TV	116	3	119
Educational UHF TV	209	25	234
Total TV	1,342	273	1,615
VHF LPTV	96	74	170
UHF LPTV	250	136	386
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

Application (BMPH871218IE) granted for Mod of CP (BPH861212IB) to change: TL: 2.4 km N of intersec. of Burbank Drive and US Rte 80, Montgomery Co, AL; change HAAT: 334 m. H&V; 32 24 11N 86 11 48W.

Allocations

Applications

■ Bolivar and Ava, MO—At the request of KYOO Broadcasting Co., proposed amending FM table by substituting channel 290C2 (105.9 MHz) for channel 292A (106.3 MHz) at Bolivar and modifying license of KYOO-FM to specify operation on C2 channel; and substituting channel 222A (92.3 MHz) for channel 290A at Ava. Comments are due April 15, replies May 2. (MM Docket 88-64 by NPRM [DA 88-190] adopted Jan. 29 by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ Goldfield, NV—On request of Sarkes Tarzian Inc., licensee of KTVN, channel 2, Reno, proposed amending TV table by substituting channel 7 for channel 2 at Goldfield; comments due April 18, replies due May 3. (MM Docket 88-44, by NPRM [DA 88-192] adopted Jan. 14 by chief, Allocations Branch.)

■ McArthur, OH—On request of Hometown Broadcasting of McArthur Inc., proposed allocating FM channel 254A (98.7 mhz) to McArthur as its first FM assignment. Comments due April 18, replies due May 3. (MM Docket 88-41 by NPRM [DA 88-195] adopted Jan. 14 by chief, Allocations Branch, Mass Media Bureau.)

■ Okmulgee and Stillwater, OK—On request of Brewer Communications Inc., licensee of KOKL-FM at Okmulgee, and Stillwater Publishing Co. Inc., licensee of KSPI-FM at Stillwater, proposed substituting channel 231C2 (94.1 mhz) for channel 232A (94.3 mhz) at Okmulgee and channel 229C2 (93.7 mhz) for channel 230C (93.9 mhz) at Stillwater and modifying stations' permits to operate on new channels. Comments due April 18, replies due May 3. (MM Docket 88-39 by NPRM [DA 88-197] adopted Jan. 14 by chief, Allocations Branch.)

■ Coos Bay, OR—On request of KMTR Inc., proposed amending TV table by allocating channel 23 to Coos Bay as its first TV station; comments due April 18, replies due May 3 (MM Docket 88-42, by NPRM [DA 88-194] adopted Jan. 14 by chief, Allocations Branch.)

■ La Grande, OR—On request of Grande Radio Inc., proposed substituting FM channel 254C2 (98.7 mhz) for channel 252A (98.3 mhz) at La Grande and modifying its license for KKUC(FM) to operate on new channel. Comments due April 18, replies due May 3. (MM Docket 88-43 by NPRM [DA 88-193] adopted Jan. 14 by chief, Allocations Branch.)

Actions

■ Canton, GA—Substituted channel 289C2 (105.7 MHz) for channel 288A (105.5 MHz) at Canton; modified license of WCHK-FM to specify operation on new channel. (MM Docket 86-206 [DA 88-167] Jan. 25.)

■ Keokuk, IA—Substituted channel 290C2 (105.9 MHz) for channel 237A (95.3 MHz) at Keokuk; modified license of KOKX(FM) to specify operation on new channel; filing window April 5-May 5. (MM Docket 86-416 [DA 88-163] Jan. 14.)

■ Cape Vincent, NY—Allocated channel 234A (94.7 MHz) at Cape Vincent as its second local FM service; filing window: April 5-May 5. (MM Docket 86-262 [DA 88-162] Jan. 14.)

■ Wadesboro, NC—Allocated channel 228A (93.5 MHz) at Wadesboro as its first local FM service; filing window—April 5-May 5. (MM Docket 87-307 [DA 88-166] Jan. 26.)

■ Ashland, OR—Substituted channel 270C (101.9 MHz) for channel 270C1 at Ashland; modified license of KCMX-FM to specify operation on new channel. (MM Docket 87-321 [DA 88-161] Jan. 22.)

■ Smyrna, TN—Effective April 11, amended FM table by alloting channel 231A (94.1 mhz) to Smyrna as its first FM service; filing window: April 12 to May 12. (MM Docket 84-14, by MO&O [DA 88-198] adopted Jan. 27 by chief, Policy and Rules Division.)

Actions

Commission Actions

■ Boston—Commission has upheld Mass Media Bureau's action denying Mark Brown's fairness doctrine and personal attack complaints against radio stations WRKO and WBZ at Boston. (By order [FCC 88-42] adopted Jan. 29 by commission.)

■ Cincinnati—Approved transfer of license of WIII(TV), channel 64, Cincinnati, from channel 64 Joint Venture, Debtor in Possession, to channel 64 Acquisition Inc. (By Decision [FCC 88-44] adopted Feb. 9 by commission.)

■ Winter Park-Orlando, FL—Granted application of Rainbow Broadcasting Co. for new UHF television station on channel 65 at Orlando/Winter Park, denied competing applications of Metro Broadcasting Inc. and Winter Park Communications Inc. (MM Dockets 83-140, 83142-143 by MO&O [FCC 88-46] adopted Feb. 9 by commission.)

■ St. Simons Island, GA—Granted application of Dale Bell for new FM station at St. Simons Island, denied competing applications of Cannon's Point Broadcasting Co. and James U. Steele. (BC Dockets 81-306-307, 81-309 by order [FCC 88-45] adopted Feb. 9 by commission.)

■ Hartford, CT—In view of distress sale policy reinstatement, reaffirmed ruling granting request by Faith Center Inc. to assign license of UHF channel 18 at Hartford, to Astroline Communications Co. Limited Partnership. (BC Docket 80-730 by order [FCC 88-47] adopted Feb. 9 by commission.)

■ James Derk—Upheld action by Field Operations Bureau denying, in part, request by James Derk under Freedom of Information Act, for copies of material filed during past year relating to WGBF-FM, Henderson, KY. Derk is reporter with *Evansville Courier*. (By order [FCC 88-50] adopted Feb. 12 by commission.)

■ Computer Algorithm—Proposed designating algorithm employed on FCC computer programs as standard for propagation calculations in FM and TV broadcast services. (MM Docket 88-56, by NPRM [FCC 88-41] adopted Jan. 29 by commission.)

■ FCC issues tax certificate for Marsh Media's divestiture of "grandfathered" 25% interest in Amarillo cable TV system (Report MM-301, Mass Media Action)—Issued tax certificate to Marsh Media Ltd., for divestiture of its 25% "grandfathered" interest in Total Television of Amarillo, a cable television system. Marsh is licensee of KVII-TV, Amarillo. Action by commission Feb. 22 by MO&O (FCC 88-62.)

Staff Actions

■ Dadeville, AL—Designated for hearing, mutually exclusive applications of W & W Broadcast Service, Dale Broadcasting Inc., and Frank L. Pearson for new FM station on channel 247A (97.3 mhz) at Dadeville. (MM Docket 88-36 by order [DA 88-116] adopted Jan. 27 by chief, Audio Services Division, Mass Media Bureau.)

■ Fresno, CA—Designated for hearing, 14 mutually exclusive applications for new FM station on channel 257A (99.3 mhz) at Fresno. (MM Docket 88-21 by order [DA 88-110] adopted Jan. 27 by chief, Audio Services Division.)

■ Ft. Walton Beach, FL—Designated for hearing mutually exclusive applications of Jerome Swain and Clement S. Ross for new commercial television station on channel 58 at Ft. Walton Beach. (MM Docket 88-60 by order [DA 88-134] adopted Jan. 29 by chief, Video Services Division, Mass Media Bureau.)

■ Chicago—Designated for hearing mutually exclusive applications of CBS Inc. to renew license of WBBM-TV, channel 2, at Chicago, and Center City Communications Limited Partnership for new television station on channel 2 at Chicago. (MM Docket 88-69 by order [DA 88-103] adopted Jan. 29 by chief, Video Services Division, Mass Media Bureau.)

■ Newton, IA—Designated for hearing mutually exclusive applications of Robin C. Brandt and Newton Broadcasting Co. for new commercial television station on channel 39 at Newton. (MM Docket 88-59 by order [DA 88-133] adopted Jan. 29 by chief, Video Services Division.)

■ Salem, IN—Designated for hearing mutually exclusive applications of J. R. Broadcasting, James T. Ledford and Family Group Broadcasting Ltd., VII for new commercial television station on channel 58 at Salem. (MM Docket 8858 by order [DA 88-134] adopted Jan. 29 by chief, Video Services Division.)

■ North Fort Polk, LA—Designated for hearing, mutually exclusive applications of Roscoe Clifford Burwell Jr., NFP Broadcasting Co., and William C. Monroe for new FM station on channel 294A (107.7 mhz) at North Fort Polk. (MM Docket 88-53 by order [DA 88-107] adopted Jan. 29 by chief, Audio Services Division.)

■ Walkersville and College Park, MD and Mclean and Reston, VA—Granted request by Elijah Broadcasting Corp. and dismissed its application for AM facilities at Walkersville; dismissed applications of Head Hog Limited Partnership and WGTS Inc. for AM facilities at McLean and College Park, respectively; afforded Reston Community Broadcasting Inc., Reston, 60 days to amend its application. (MM Docket 86-162 by MO&O [FCC 88R-7] adopted Jan. 29 by review board.)

■ Moultonborough, NH—Designated for hearing, mutually exclusive applications of Sunrise Partners, SFB Corp.,

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